



## ORDER

Orders		Order / Rev:		703694		Alt Order #:		6259099		Product Desc:		OBAMA FOR AMERICA		Estimate:		1537		Flight Dates:		10/02/12 - 10/08/12		Original Date / Rev:		07/31/12 / 08/03/12		Primary AE:		Sales Office:		Sales Region:		NAT		T-PH		Jim Quinn		WTLV-TV			
Agency		Name:		Greer Margolis Mitchell/ Pol		Buying Contact:				Billing Contact:				Name:		Obama For America		A35+		PL-Presidential		P-3		AGY, GEN, POL		New Business Thru:		Order Separation:		00:15:00		Advertiser External ID:		Agency External ID:							
Advertiser		Name:		Obama For America		Demographic:		A35+		Product Codes:		PL-Presidential		Priority:		P-3		Revenue Codes:		AGY, GEN, POL				Totals		Month		October 2012		79		\$23,010.00		\$19,558.50		0.00		0.00			
Bill Plan		Start Date		10/01/12		End Date		10/08/12		# Spots		79		Gross Amount		\$23,010.00		Net Amount		\$19,558.50		0.00		Totals		Month		October 2012		79		\$23,010.00		\$19,558.50		0.00		0.00			
Account Executives		Account Executive				Sales Office				Sales Region				Start Date / End Date				Order %		100%		Start Of Order - End Of Order																			
Order Share		Total		28%		\$23,010.00		Market		100%		\$82,178.57		Competitive Share		Share		Total																							
CABLE		\$0.00		0%		\$0.00		WAWS		16%		\$13,148.57		WCWJ		0%		\$0.00		WJXT		24%		\$19,722.86		WJXX		8%		\$6,574.29		\$19,722.86		WTEV							
Ln		Ch		Start		End		Inventory Code		Break		Start/End Time		Days		Len		Spots		Rate		Pri		Rtg		Type		Spots		Amount											
E 1		WTLV		10/02/12		10/08/12		4:30a-5a		CM		4:30a-5a		MTWTF--		:30		5		\$35.00P-3		0.00		NM				5		\$175.00											
Week:		10/02/12		10/08/12		MTWTF--		5a-530a		CM		M-F 5a-530a		MTWTF--		:30		5		\$160.00P-3		0.00		NM				5		\$800.00											
Start Date		10/02/12		10/08/12		Weekdays		5a-530a		Spots/Week		5		Rate		\$35.00		Rating		0.00																					
End Date		10/08/12		Weekdays		MTWTF--		5a-530a		Spots/Week		5		Rate		\$160.00		Rating		0.00																					
E 2		WTLV		10/02/12		10/08/12		5a-530a		CM		M-F 5a-530a		MTWTF--		:30		5		\$160.00P-3		0.00		NM				5		\$800.00											
Week:		10/02/12		10/08/12		MTWTF--		5a-530a		CM		M-F 5a-530a		MTWTF--		:30		5		\$160.00P-3		0.00		NM				5		\$800.00											
Start Date		10/02/12		10/08/12		Weekdays		5a-530a		Spots/Week		5		Rate		\$160.00		Rating		0.00																					
End Date		10/08/12		Weekdays		MTWTF--		5a-530a		Spots/Week		5		Rate		\$160.00		Rating		0.00																					
E 3		WTLV		10/02/12		10/08/12		530a-6a		CM		530a-6a		MTWTF--		:30		5		\$185.00P-3		0.00		NM				5		\$925.00											
Week:		10/02/12		10/08/12		MTWTF--		530a-6a		CM		530a-6a		MTWTF--		:30		5		\$185.00P-3		0.00		NM				5		\$925.00											
Start Date		10/02/12		10/08/12		Weekdays		530a-6a		Spots/Week		5		Rate		\$185.00		Rating		0.00																					
End Date		10/08/12		Weekdays		MTWTF--		530a-6a		Spots/Week		5		Rate		\$185.00		Rating		0.00																					
Week: 10/02/12																																									

Obama For America

Advertiser:

Product Desc:

OBAMA FOR AMERICA

A1-A7LM

1537

Estimate:

10/02/12 - 10/08/12

Flight Dates:

703694

Order / Rev:

6259099

Alt Order #:

10/02/12 - 10/08/12

Flight Dates:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/02/12	10/08/12	M-F 6-7a	CM	6a-7a	MTWTF--	:30	3	\$375.00P-3	0.00	NM		3	\$1,125.00
Week: 10/02/12															
E 5	WTLV	10/02/12	10/08/12	M-F 6-7a	CM	6a-7a	MTWTF--	:30	2	\$425.00P-3	0.00	NM		2	\$850.00
Week: 10/02/12															
E 6	WTLV	10/02/12	10/08/12	Today Show	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$350.00P-3	0.00	NM		3	\$1,050.00
Week: 10/02/12															
E 7	WTLV	10/02/12	10/08/12	Today Show	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$375.00P-3	0.00	NM		1	\$375.00
Week: 10/02/12															
E 8	WTLV	10/02/12	10/08/12	Today Show II	CM	9a-10a	MTWTF--	:30	2	\$185.00P-3	0.00	NM		2	\$370.00
Week: 10/02/12															
E 9	WTLV	10/02/12	10/08/12	M-F 10-11a	CM	M-F 10a-11a	MTWTF--	:30	5	\$120.00P-3	0.00	NM		5	\$600.00
Week: 10/02/12															
E 10	WTLV	10/02/12	10/08/12	M-F 11a-12p	CM	M-F 11a-12p	MTWTF--	:30	2	\$70.00P-3	0.00	NM		2	\$140.00
Week: 10/02/12															
E 11	WTLV	10/02/12	10/08/12	M-F 12-1230p	CM	M-F 12p-12:30p	MTWTF--	:30	4	\$75.00P-3	0.00	NM		4	\$300.00
Week: 10/02/12															
E 12	WTLV	10/02/12	10/08/12	M-F 4-5p	CM	M-F 4p-5p	MTWTF--	:30	2	\$125.00P-3	0.00	NM		2	\$250.00
Week: 10/02/12															
E 13	WTLV	10/02/12	10/08/12	M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$200.00P-3	0.00	NM		3	\$600.00
Week: 10/02/12															
E 14	WTLV	10/02/12	10/08/12	M-F 530-6pm	CM	M-F 5:30p-6pm	MTWTF--	:30	3	\$265.00P-3	0.00	NM		3	\$795.00
Week: 10/02/12															
E 15	WTLV	10/02/12	10/08/12	M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$425.00P-3	0.00	NM		2	\$850.00
Week: 10/02/12															
E 16	WTLV	10/02/12	10/08/12	NBC Nightly News	CM	M-F 630p-7pm	MTWTF--	:30	3	\$550.00P-3	0.00	NM		3	\$1,650.00
Week: 10/02/12															
E 17	WTLV	10/02/12	10/08/12	M-F 7-730p	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$425.00P-3	0.00	NM		5	\$2,125.00
Week: 10/02/12															
E 18	WTLV	10/02/12	10/08/12	M-F 730-8p	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$525.00P-3	0.00	NM		3	\$1,575.00
Week: 10/02/12															
Jeopardy															
Week: 10/02/12															
Wheel of Fortune															
Week: 10/02/12															
Rating															
Rate															
Spots/Week															
Rating															



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	10/02/12	10/08/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$525.00P-3	0.00	NM		3	\$1,575.00
E 19	WTLV	10/02/12	10/08/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00P-3	0.00	NM		3	\$1,200.00
E 20	WTLV	10/02/12	10/08/12	Tonight Show Week: 10/02/12	CM	1135p-1237a	MTWTF--	:30	2	\$140.00P-3	0.00	NM		2	\$280.00
E 21	WTLV	10/02/12	10/08/12	Late Night Week: 10/02/12	CM	1235a-135a	MTWTF--	:30	2	\$80.00P-3	0.00	NM		2	\$160.00
E 22	WTLV	10/06/12	10/06/12	Sat 8a-10a Week: 10/02/12	CM	8a-10a	-----S-	:30	1	\$175.00P-3	0.00	NM		1	\$175.00
E 23	WTLV	10/06/12	10/06/12	Sat 6-630pm Week: 10/01/12	CM	Sat 6p-6:30p	-----S-	:30	1	\$140.00P-3	0.00	NM		1	\$140.00
E 24	WTLV	10/06/12	10/06/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$125.00P-3	0.00	NM		1	\$125.00
E 25	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$125.00P-3	0.00	NM		1	\$125.00
E 26	WTLV	10/07/12	10/07/12	Meet the Press Week: 10/01/12	CM	9a-10a	-----S	:30	1	\$300.00P-3	0.00	NM		1	\$300.00
E 27	WTLV	10/07/12	10/07/12	Sun 6-630p Week: 10/01/12	CM	Sun 6p-6:30p	-----S	:30	1	\$140.00P-3	0.00	NM		1	\$140.00
E 28	WTLV	10/07/12	10/07/12	Sports Final Late Sun Sports Final Late	CM	Su 12a-1a	-----S	:30	1	\$150.00P-3	0.00	NM		1	\$150.00
E 29	WTLV	10/07/12	10/07/12	Sun 12x-1x FCN on Point / Chris Matthews (12:00 XM-12:30 XM)	CM	Sun 12a-1a	-----S	:30	1	\$30.00P-3	0.00	NM		1	\$30.00
E 30	WTLV	10/07/12	10/07/12	Sun 12x-1x FCN on Point / Chris Matthews (12:30 XM-1:00 XM)	CM	Sun 12a-1a	-----S	:30	1	\$30.00P-3	0.00	NM		1	\$30.00
E 31	WTLV	10/08/12	10/08/12	Mon Prime Other Week: 10/01/12	CM	Various	M-----	:30	1	\$900.00P-3	0.00	NM		1	\$900.00
E 32	WTLV	10/08/12	10/08/12	Mon Prime C Week: 10/08/12	CM	Mon 10p-11p	M-----	:30	1	\$800.00P-3	0.00	NM		1	\$800.00

Order / Rev:  
Alt Order #:  
Flight Dates:

703694

6606979

10/02/12 - 10/08/12

Advertiser:

Obama For America

Product Desc:

OBAMA FOR AMERICA

Estimate:

1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	WTLV	10/08/12	10/08/12	Mon Prime C	CM	Mon 10p-11p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week: 10/08/12															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		10/14/12		M-----	1	\$800.00	0.00								
E 33	WTLV	10/03/12	10/03/12	Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
Week: 10/01/12															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		10/07/12		--W----	1	\$900.00	0.00								
E 34	WTLV	10/05/12	10/05/12	Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Week: 10/01/12															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		10/07/12		----F--	1	\$500.00	0.00								
E 35	WTLV	10/07/12	10/07/12	NFL Regular Season	FoGM	NFL Regular Season	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
Week: 10/01/12															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		10/07/12		-----S	1	\$2,500.00	0.00								
Totals															
									79	\$23,010.00					



**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box) ☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
-----------------------	-------

I, Daniel Jester,  
being/on behalf of: Barack Obama, a legally  
qualified candidate of the Democratic political  
party for the office of: President of the United States  
in the Primary + General  
election to be held on: Various dates

do hereby request station time as follows:

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

# CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, James A. Messina,  
(name of federal candidate or authorized committee) hereby certify that the programming

to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

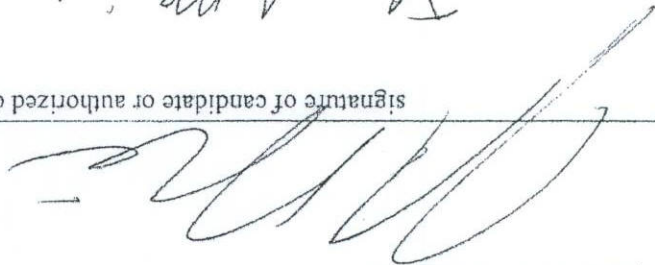
refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee



printed name

James A. Messina

date

1/18/2012

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martha Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date

1/18/2012

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title